

## Message Text

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PAGE 01 VIENNA 00343 171536Z  
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 USIA-15 /035 W  
-----171549Z 067048 /53

R 171445Z JAN 77  
FM AMEMBASSY VIENNA  
TO SECSTATE WASHDC 0524  
USDOC WASHDC

UNCLAS VIENNA 0343

FOR WASHINGTON COMMERCIAL ACTION GROUP

EO 11652: N/A  
TAGS: BEXP, AU  
SUBJ: FY 77,;10: FIRST QUARTER REPORT  
1. EMBASSY CCP GROUPS06 46 12 TO REVIEW PROGRESS DURING  
FIRST QUARTER AND EXPLORE PROBLEM AREAS.

### 2. SCHEDULED CAMPAIGNS:

A) BUSINESS MACHINES: CONTRACTING FOR BIO AT IFABO '77  
IS IN PROCESS. FOUR OF FIVE PROJECTED TO'S HAVE BEEN  
REPORTED .

B) BUILDING MATERIALS/EQUIPMENT: SCHEDULED FEATURE  
SECTION ON NEW U.S. CONSTRUCTION METHODS, MATERIALS AND  
EQUIPMENT WILL NOT APPEAR IN FEBRUARY-MARCH ISSUE OF POST  
COMMERCIAL NEWSLETTER DUE TO FAILURE TO RECEIVE MATERIAL  
REQUESTED IN VIENNA'S 8158, 8863 AND 10533. IF MATERIAL  
IS EVER RECEIVED, FEATURE SECTION MAY APPEAR IN LATER NEWS-  
LETTER. FOR SAME REASON, NO SIMILAR ITEM HAS BEEN PREPARED  
FOR PUBLICATION IN AUSTRIAN MEDIA. ALSO, DUE TO HEAVY  
WORKLOAD IN OTHER AREAS, NO CALLS HAVE BEEN MADE ON PRI-  
VATE SECTOR END-USERS TO DEVELOP TO'S; WE WILL, HOWEVER,  
ATTEMPT TO CATCH UP IN SUCCEEDING QUARTERS.

C) CONSUMER GOODS: CALLS WERE MADE ON FIVE OF SIX  
PROJECTED FIRMS. HOWEVER, SINCE ATTEMPTS TO ARRANGE IN-  
STORE PROMOTION FOR SPRING OF 1977 HAVE BEEN UNSUCCESS-  
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FUL, ACTIONS 3 AND 4 OF CAMPAIGN ARE NO LONGER APPLI-  
CABLE. THIS LEAVES CAMPAIGN WITH ONLY TWO ACTIONS FOR  
REMAINDER OF FISCAL YEAR: CALLS ON BUSINESSMEN, AND  
PROMOTION OF NATIONAL SPORTING GOODS SHOW IN CHICAGO.

D) PRINTING AND GRAPHIC ARTS: REPORT ON THIS CAM-  
PAIGN IS DEFERRED UNTIL RETURN OF CAMPAIGN MANAGER FROM  
SICK LEAVE.

E) ELECTRONIC COMPONENTS: ALL ACTIONS ACCOMPLISHED AND 5 TO'S DEVELOPED. (ACTION NO. 2 IS DEFERRED SINCE NO IE FAIR TOOK PLACE IN NOVEMBER 1976. EMBASSY WILL STILL INVESTIGATE FEASIBILITY OF BIO AT NOV 9-12, 1977 IE EXHIBIT.)

3. NON-CAMPAIGN ACTIVITIES:

A) SPRECHTAGE RESULTING IN SEVERAL NEW TO'S WERE HELD IN BOTH GRAZ AND LINZ IN OCTOBER.

B) LIBRARY OPEN HOUSE PROGRAM: RECENTLY SUSPENDED BECAUSE OF PROGRESSIVELY POORER RESULTS. FORTHCOMING AIRGRAM PROPOSES RESUMPTION COMBINED WITH MINI-CATALOG SHOWS.

C) TOURIST PROMOTION: ALTHOUGH OPPORTUNITY EMERGED LATE, AND IS NOT YET FIRM, WE HOPE TO TAKE ADVANTAGE OF GOA/USIS-SPONSORED FAR WEST EXHIBIT IN VIENNA (JAN 28-APRIL 11) TO PROMOTE AUSTRIAN TOURISM TO U.S. AUSTRIAN GOVERNMENT TRAVEL BUREAU HAS TENTATIVELY AGREED TO PUT UP BOTH, AND TWA WILL CONTRIBUTE SOME LOGISTICAL SUPPORT. DURING QUARTERS, WE ALSO DISTRIBUTED 5,500 COPIES OF "TRAVEL TIPS" BROCHURE TO LOCAL AGENCIES (SEE VIENNA A-001).

4. OTHER: DURING QUARTER, EMBASSY WAS ABLE TO ADD THREE NEW PROMOTIONAL EVENTS TO ITS VERY LEAN PROGRAM FOR FY'77:

A) ONE DAY TSS ON MEDICAL EQUIPMENT; VIENNA, FEBRUARY 3;

B) AND EXPANDED SPRECHTAG IN VIENNA, MARCH 30-31, WHICH WILL BE ATTENDED BY NUMEROUS REPRESENTATIVES IN EUROPE OF U.S. STATE ECONOMIC DEVELOPMENT AGENCIES; AND C)

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A MINI-TSS ON AIR AND WATER POLLUTION EQUIPMENT; VIENNA, SEPTEMBER '77.

5. REPORTS SUBMITTED DURING QUARTER:

PRIVATE TRADE OPPORTUNITIES 66

MAJOR PROJECTS 3

LICENSING/JOINT VENTURE OPPORTUNITIES 9

ADS 9

WTDR 23.BUCHANAN

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## Message Attributes

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Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009